Bakery on Main advertorial 19/12/08 11:41 Page 1

A Rising Star

From Main Street USA to the UK's Piccadilly Circus, **Bakery On Main** is mixing the right ingredients to ensure healthy success

What's the history of the business?

In 1992, Michael Smulders opened the doors of his Garden of Light Natural Foods Market, Café and Bakery in Glastonbury, Connecticut, USA, he never anticipated the explosive growth that would come from all natural and organic products. "We built Garden of Light to fill the need for healthier food products and to provide consumers with honest information about the foods they eat," he says.

With business growing so quickly, Garden of Light moved to a new location in 1994 and expanded to a second outlet in 2000. During 2003, based upon suggestions of customers and friends, Garden of Light began packing its Ultra Premium Granola for sale under the Bakery On Main brand name. "We put our Ultra Premium Granola in local stores and it flew off the shelves. They couldn't keep up with the demand. Before we knew it, we had stores all over the state asking for our Granola," continues Mr Smulders.

How has the business evolved?

Bakery On Main is now a multi-national brand and is distributed throughout the United States, Canada and the United Kingdom, producing a full line of Ultra Premium Granola made with organic ingredients and Gluten Free Granola. It has grown from baking in the back of our Natural Foods Market to a 27,000 square foot plant with state of the art manufacturing.

What is your Unique Selling Point?

Bakery on Main is the Taste Buds Happiness Company. We make products that are good for you, but they taste like they are not. Bakery On Main's Gluten Free Granola delivers a superior taste and provides both consumers and the Coeliac Community a healthier lifestyle.

When did you come to the UK?

In August, Whole Foods London secured placement of Bakery On Main's Gluten Free Granola. "The U.K. was the most logical international market to start with given the large demand for Gluten Free products. We are extremely excited to be introducing our products to the UK Coeliac Community," explains Michael Smulders.
We now looking to appoint retailers nationwide. Contact your distributor for more information.

How many people do you employ?

There are 50 employees with Bakery On Main.

What products are in your range?

The Gluten Free line comes in five flavours; Apple Raisin Walnut, Nutty Cranberry Maple, Extreme Fruit & Nut, Rainforest and Cranberry Orange Cashew. Bakery On Main's gluten Free Granola is also available in Snack Bars and Grab & Go Bars and come in three flavours. Bakery On Main's Ultra Premium Granola made with organic ingredients provides consumers with a "Healthy Heart" alternative to traditional snack and cereal products without sacrificing taste and comes in five flavours.

Are you introducing any new lines this year or in the future?

Yes, we have Gluten-Free Granola bars and snack pack gluten-free granola.

Why should retailers stock your products?

The feedback we've had from the coeliac community for our gluten-free products has been amazing and I expect to see tremendous growth over the next five years," says Mr Smulders.

What is your stance on environmental concerns?

Bakery On Main is a green company.

We employ a number of methods to preserve the natural environment. We don't use any genetically modified ingredients and we use recycled packaging wherever possible, as well as recycled shipping materials.

Who distributes the range and which wholesalers supply them?

Bakery On Main's products are imported by Kikapu Ltd, a specialty importer of fine food products. Kikapu is located in Middlesex. They are distributed through Tree of Life, 01782 567100 Hider, 01482 561137.

What top three tips can you offer to increase sales of your products?

Sample the products using our free Passive Demo Kits, merchandise them on a visible shelf location and network with the local coeliac community.

"Good things come from small batches"
"Healthy living through happy tastebuds"

It all started in 1992 at the small bakery of a natural foods market on Main Street in Glastonbury, Connecticut. Our passion for great taste and health led us to create the Bakery on Main Ultra Premium Granola line.

Exclusively Imported by Kikapu Ltd; info@kikapu.net, Available from TREE OF LIFE 01782 567100, Hider 01482 561137 and the health store 0115 976 7200